

## **We take the time to understand your world so there are no surprises.**

Projects don't exist in a vacuum, but rather fit into context of a bigger picture. They might impact other projects, have special timing needs, require new partnerships, or be just one part of a much larger vision. We take all these considerations into account to complete your vision.

## **We thrive on the complexity of your project, and we take pride in preventing any barriers to your success.**

Complexity isn't a function of project size or type. More than ever, all projects have their share of complexity. That's where we live. We address them better than anyone because we anticipate complexity and can draw from a deep well of resources to solve them.

## **This is more than a job to us.**

Our people are driven to make a difference every day. What we do with our clients improves lives. Whether it's a more efficient road, a better-designed community center, or a research center that provides critical breakthroughs, all of our projects change lives in their own way. We're committed to our clients and excited to bring our capabilities and horsepower to bear for them—and for those they serve. We own your project just like you do.



AMERICAN  
**STRUCTUREPOINT**  
INC.

## **KEY MESSAGES**

**SUPPORTING  
OUR BRAND**

## MISSION STATEMENT

**We improve the quality of life for our communities and our people.**

## TAGLINE

### **Defining the Built Environment**

We define the standard of excellence for people across the world who want help building and bettering their community.

### **A seasoned leader for every project.**

A member of our leadership team—seasoned professionals with deep knowledge of not just our profession, but of your circumstances—provides guidance for every project. Regardless of size. Regardless of budget. Regardless of industry. Regardless of time investment.

### **Growing to be better.**

We don't grow for the sake of growing. We grow to offer better career options for our people so they, in turn, can better serve our clients. And our capabilities are growing, which allows us to offer more services to our clients beyond architecture and engineering.

### **We see around corners.**

We help you find the hidden challenges and opportunities in your project, which leads to better outcomes: funding options or innovative possibilities you may not have considered, public engagement approaches to gain and secure support, and a host of other things.